

Listing of Claims:

21. (currently amended; previously submitted with improper format) A hazard warning sign for attachment to a horizontally disposed shelf having a front edge, the sign comprising:

a housing;

a shelf mount attached to said housing for mounting said housing onto the front edge of the shelf such that said housing extends generally perpendicular to the front edge of the shelf, where said shelf mount comprises a sign bracket attached to said housing and a shelf bracket attachable to the shelf, said sign bracket and said shelf bracket joined by a hinge member; and

a warning sign connected to said housing to be positionable so that said warning sign can be concealed by said housing and alternatively so that said warning sign is visible.

22. (currently amended; previously submitted with improper format) The sign of claim 21, wherein said warning sign is pivotally connected to said housing and wherein said warning sign is substantially vertical when concealed by said housing.

23. (currently amended; previously submitted with improper format) The sign of claim 22, wherein said housing includes first and second face members spaced apart to define a pocket in which said warning sign can be disposed when concealed by said housing.

24. (currently amended; previously submitted with improper format) The sign of claim 23, wherein said first and second face members have surfaces for mounting indicia.

25. (currently amended; previously submitted with improper format) The sign of claim 21, further including a signal device capable of providing at least one of an audible signal and a visual signal when the warning sign is visible.

26. (currently amended; previously submitted with improper format) The sign of claim 25, wherein said signal device is activated by moving the warning sign to a visible position.

27. (canceled)

28. (canceled)

29. (canceled)

30. (currently amended; previously submitted, previously amended with improper format) A combination advertising and warning sign mountable to horizontal shelving in an aisle of a retail store for displaying promotional indicia and warning of spills and other hazardous conditions in the aisle, the sign comprising:

a housing having an indicia surface for mounting and displaying the promotional indicia;

a warning sign having a warning indicia and mounted to said housing so that it can be concealed by said housing and alternatively so that at least a portion of said warning arm extends away from said housing into the aisle to reveal said warning indicia so it is visible from a location in the aisle; and

a shelf mounting bracket attached to said housing and mountable to a front edge of the shelving such that said housing extends generally perpendicular to the front edge of the shelving into the aisle so that said promotional indicia surface is visible from a location in the aisle at least when said warning indicia is concealed, wherein said warning sign is pivotally connected to said housing and wherein said warning sign is substantially vertical when concealed by said housing.

31. (currently amended; previously submitted with improper format) The sign of claim 30, wherein said housing includes first and second face members spaced apart to define a pocket in which said warning sign can be disposed when concealed by said housing, wherein

said first and second face members define surfaces for mounting said promotional indicia.

32. (currently amended; previously submitted, previously amended with improper format) A combination advertising and warning sign mountable to horizontal shelving in an aisle of a retail store for displaying promotional indicia and warning of spills and other hazardous conditions in the aisle, the sign comprising:

a housing having an indicia surface for mounting and displaying the promotional indicia;

a warning sign having a warning indicia and mounted to said housing so that it can be concealed by said housing and alternatively so that at least a portion of said warning arm extends away from said housing into the aisle to reveal said warning indicia so it is visible from a location in the aisle; and

a shelf mounting bracket attached to said housing and mountable to a front edge of the shelving such that said housing extends generally perpendicular to the front edge of the shelving into the aisle so that said promotional indicia surface is visible from a location in the aisle at least when said warning indicia is concealed, wherein the shelf mounting bracket includes a hinge for pivotally connecting the housing to the shelving.

33. (currently amended; previously submitted, previously amended with improper format) A combination advertising and warning sign mountable to horizontal shelving in an aisle of a retail store for displaying promotional indicia and warning of spills and other hazardous conditions in the aisle, the sign comprising:

a housing having an indicia surface for mounting and displaying the promotional indicia;

a warning sign having a warning indicia and mounted to said housing so that it can be concealed by said housing and alternatively so that at least a portion of said warning arm extends away from said housing into the aisle to reveal said warning indicia so it is visible from a location in the aisle; and

a shelf mounting bracket attached to said housing and mountable to a front edge of the shelving such that said housing extends generally perpendicular to the front edge of the shelving into the aisle so that said promotional indicia surface is visible from a location in the

aisle at least when said warning indicia is concealed, further including a signal device capable of providing at least one of an audible signal and a visual signal when the warning sign is visible.

34. (currently amended; previously submitted in improper format) The sign of claim 33, wherein said signal device is operated by the warning sign.